



**USAID | MACEDONIA**  
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**FOR IMMEDIATE RELEASE**

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## PRESS RELEASE

### **USAID Plastic Recycling Project awareness campaign for Municipal PET Collection Program at “Pivo Fest” in Prilep**

USAID Plastic Recycling Project in partnership with the Municipality of Prilep, Public Utility Company – Prilep and Media PR Agency will kick off the Municipal PET Collection Program in Prilep during the International Beer Festival (Pivo-Fest). The activities will take place on August 29, 2008 when the city will host more than 20,000 visitors. The goal of the events is to raise awareness of the citizens and visitors of the appropriate treatment of the plastic PET waste and to inform the public of the efforts of the Municipal Administration, Public Utility Company and NGO sector to preserve a clean environment through recycling. More than 10 containers for collection of plastic PET waste were set up on different locations several days before the official opening of the BEER-Festival.

“Although the system for establishing a primary collection of the plastic waste for recycling is a very important step in preserving the environment, other efforts are also needed from all parts of society to preserve the environment for future generations”, said Ms. Marcia K. Wong, Director, USAID/Economic Growth Office

On July 3, the USAID Plastic Recycling Project and the Municipality of Prilep signed a Memorandum of Understanding (MOU) for Implementation of the Municipal PET Collection Program. The \$1.2 million USAID Plastic Recycling Project has been implemented through the local non-governmental organization MBRC TI NET - Macedonian Business Resource Center, Trade and Investment Network, in partnership with the municipalities in Macedonia, as well as public and private waste management companies. The project has initiated plastic waste collection programs and recycling clubs in primary schools, equipped ecological islands, and supported eight recycling companies with equipment purchases. As of June 2008, upon successfully finalizing the pilot phase, the project has expanded its activities into 20 new municipalities, in addition to the four pilot municipalities.

#### **NOTE TO EDITORS:**

The American people, through USAID, have invested nearly \$500 million in Macedonia since 1993. USAID is implementing projects that create jobs, reduce corruption, and prepare Macedonian students for the workforce. These initiatives improve the quality of life and support Macedonia's transition to a stable and prosperous democracy. USAID provides economic and humanitarian assistance in more than 100 countries. For more information please visit <http://macedonia.usaid.gov>.